

Amendments to the Claims

This listing of claims will replace all prior versions and listings of claims in this application:

Listing of Claims

1. (currently amended) A method for providing an integrated recorded program/promotion playback asset, the method comprising:

receiving a selected program;

determining whether the selected program is to be recorded;

in response to determining that the selected program is to be recorded:

recording the selected program for inclusion in the integrated recorded program/promotion playback asset;

selecting a promotion to record for inclusion in the integrated recorded program/promotion playback asset; and

recording the selected promotion for inclusion in the integrated recorded program/promotion playback

asset such that the advertisement is inserted at one of the beginning of the program or the end of the program; and

playing back the recorded program/promotion playback asset in response to receiving a user indication to play back the recorded program.

2. (original) The method of claim 1, wherein the promotion is selected based upon the content of the program.

3-5. (canceled)

6. (original) The method of claim 1 further comprising recording both the program and the promotion on a storage unit.

7. (canceled)

8. (original) The method of claim 7, further comprising recording a flag with the promotion to indicate the beginning of the program during playback.

9. (canceled)

10. (canceled)

11. (original) The method of claim 6 wherein the promotion is recorded at any desired point within the program.

12. (original) The method of claim 1 further comprising receiving the program and the promotion.

13. (original) The method of claim 12 further comprising receiving program guide data.

14. (original) The method of claim 13 wherein the program, the promotion, and the program guide data are received on a single broadcast channel.

15. (original) The method of claim 13 wherein the program, the promotion, and the program guide data are received on a plurality of broadcast channels.

16. (original) The method of claim 13 further comprising storing the program, the promotion, and the program guide data.

17. (original) The method of claim 16 wherein the program, the promotion, and the program guide data are stored on a storage unit.

18. (original) The method of claim 16, wherein the program, the promotion, and the program guide data are stored on a plurality of storage units.

19-34. (canceled)

35. (currently amended) A system for providing an integrated recorded program/promotion playback asset, the system comprising:

a user input device configured to receive a user input to select a television program to be recorded; and

user equipment operative to:

receive a selected program;

determine whether the selected program is to be recorded;

in response to determining whether the selected program is to be recorded:

record the selected program for inclusion in the integrated recorded program/promotion playback asset;

select a promotion to record for inclusion in the integrated recorded program/promotion playback asset;  
and

record the selected promotion for inclusion  
in the integrated recorded program/promotion playback asset  
such that the advertisement is inserted at one of the beginning  
of the program or the end of the program; and

play back the recorded program/program playback asset  
in response to receiving a user indication to play back the  
recorded program.

36. (previously presented) The system of claim 35  
wherein the user equipment is operative to select the promotion  
based upon the content of the program.

37-40. (canceled)

41. (previously presented) The system of claim 40,  
wherein the user equipment is operative to cause a flag to be  
recorded with the promotion to indicate the beginning of the  
program during playback.

42. (canceled)

43. (canceled)

44. (previously presented) The system of claim 35 wherein the user equipment is operative to cause the promotion to be recorded at any desired point within the program.

45. (original) The system of claim 35 further comprising a receiver that receives signals and data.

46. (original) The system of claim 45 wherein the receiver receives signals and data on a single broadcast channel.

47. (original) The system of claim 45 wherein the receiver receives signals and data on a plurality of broadcast channels.

48. (original) The system of claim 35 further comprising a storage unit that stores the program and the promotion.

49-59. (canceled)

60. (currently amended) The method of claim 1, wherein the program, the promotion, and the program guide data are received on-demand from a television distribution facility.

61. (currently amended) The system ~~method~~ of claim 45, wherein the receiver receives signals and data on-demand from a television distribution facility.

62. (new) The method of claim 1, wherein the advertisement is inserted by accessing a storage device.

63. (new) The system of claim 35, wherein the user equipment further comprises a storage device, wherein the storage device is accessed to insert the advertisement.